A NEW MIND IN BUSINESS

RODNEY WILLIAMS
FORGING NEW PATHS

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ECONOMIC CROSSROADS

B&E plays a key role in helping to affect change

Under the leadership of West Virginia University President E. Gordon Gee, our institution has made unprecedented advances in improving the overall well-being of our state. Those advances go well beyond our role as a land-grant institution; rather, we believe that, as a stakeholder in West Virginia, this is simply the right thing to do.

Over the course of the past two years at the College of Business and Economics, I have come to one very clear and evident conclusion: I would challenge that no business school in the U.S. is as important to its home state as B&E is to West Virginia.

The B&E family is finding ways to help the West Virginia economy. Our centers, ranging from the Bureau of Business and Economic Research to the Center for Innovation and Entrepreneurship, are engaged with faculty to advance our state.

Examples include:
- Economic diversification/new opportunities
- The opioid crisis
- The impact of Medicaid
- Energy studies
- Small government audit programs
- Smart Manufacturing
- Revenue management for the tourism industry
- Economic forecasting
- Financial literacy
- Heightening exports
- Corporate social responsibility
- Academic programs to bolster industry

B&E projects to benefit our state involve faculty, staff, students and alumni, but it doesn’t stop there. On the WVU Morgantown campus, we will coordinate our business school with Health Sciences, the Rockefeller Neuroscience Institute, and the colleges of engineering and agriculture. We have created a cybersecurity program and work closely with federal agencies, and we have created a hospitality and tourism management program in order to supply the industry with the best and brightest talent. Why? Because we have aligned ourselves with the needs of West Virginia.

Our Bureau of Business and Economic Research compiles economic forecasting, completes economic research on industries germane to West Virginia and heads a regional economics class where students compile economic forecasts for lesser-served, rural areas of our state. The BrickStreet Center for Innovation and Entrepreneurship manages teams of students who use their academic skills in the field on projects such as redevelopment of condemned buildings in West Virginia’s small towns, research and planning for Mylan Park in Morgantown, creating viable agri-tourism projects in the state, and producing a master plan for a new $45 million aquatic center and track venue in Morgantown that will serve the needs of the city, county and WVU communities.

Very few business schools go into research and development for their state, or are doing what we are doing in response to their land-grant missions. In fact, I believe there is no other university that needs to live up to its land-grant mission more than WVU. We want to be a leader. We have to be a leader.

We are not doing these kinds of things only because they are interesting and provide life-changing experiences for our students. We are doing these things because the state needs us. And Mountaineers go first.

Javier Reyes, Ph.D.
Milan Puskar Dean
When Martha Becilla entered the family business, she wanted to spend time with her dad, Mark. A passionate beekeeper for almost 20 years, he is the owner of Becilla Honey in Morgantown. Some 10 years ago, Martha took on an active role in the sweet business, selling the products at local farmers markets. Now the face of Becilla Honey, she directly interacts with customers, answers questions and teaches the community about beekeeping. Recently, she has also become more involved in the beekeeping process, helping to raise hive queens.

Entrepreneurship and Innovation, Senior

JORDAN HALLOW

Jordan Hallow dreamt of starting a game development business. So when the WVU Forensic Science Academy for Professionals approached him about including game-based learning in the forensic curriculum, the project led to the launch of Vandalia Softworks, a game development and publishing company. Today, Vandalia’s main product is the Forensic Investigation Game, which tests players on key steps in a crime investigation. As founder and CEO, Hallow, of Gerrardstown, W.Va., leads management and development of new video game projects.
Entrepreneurship and Innovation, Senior
Ethan Ball

Ethan Ball, a native of Princeton, West Virginia, is creating his dream venture – Gotel Mobile Accommodations. Stemming from his interest in the tiny house movement and a connection to NASCAR legend Rusty Wallace, who had a similar idea, Gotel will convert standard 53-foot semi-trailers into modular hotel rooms complete with in-room amenities found in traditional hotels. Ball will operate Gotel in worksite lodging and eventually expand the company into natural disaster relief accommodations, adding a philanthropic component to his business.

Marketing, Senior
MARIA CARBONE

During a three-week experience in July 2017 at the European Innovation Academy in Turin, Italy, Maria Carbone learned the ins-and-outs of startups. While there, she devised the idea for Round & Round, a mobile application designed for students, parents, educators and school administration to track the location of school buses. A native of Martinsburg, W.Va., Carbone is the daughter of a teacher and is a substitute teacher herself. Through her business, she now dedicates her time to solving school bus system efficiencies and working to ensure student safety.
John Parros is an innovator — is evident from his entrepreneurial outlook and eclectic journey — which did not provide much time to travel to the Mountain State. In fact, the last time Parros visited Morgantown was in 1978. So when he recently began to think about the next trend of his life, his retail veteran — after 40 years — paid a visit to WVU, and we took the opportunity to ask him a few questions.

After 40 years, what was it like to return to the WVU campus?

It was a beautiful experience. It was dark when I initially drove into town, so when the sun came up the next morning, it was the first time I had this vision in 40 years. Of course, there was a lot of reminiscing about all the wonderful times at WVU. I noticed many changes, but the ideals are consistent. There is still this sense of warm, caring people who try to improve, develop and add value to the place they call home.

You have led a very successful career that spans four decades. What led you to these industries?

When I graduated, I interviewed for traditional accounting roles with the big firms and for marketing and sales positions with P&G and IBM. I wanted to find what would motivate me the most. After that process, I was offered a position in the executive training program at Gimbels. To me, it was the most exciting job.

After the three-month program, I was placed in the company’s creative side, which is what I was really interested in. It’s the lifeline of a company — the creative, the investment and marketing of the product, the configuration of the stores and so on. I didn’t think of it as a career initially. I didn’t want to be a fashion designer or major in fashion merchandising. I just thought that way, but when they placed me in creative, I was instantly excited and grew my career all the way through that side.

With your accounting background, it is unique that you took a creative route with your career in a major industry. How did you bridge the gap between the two worlds?

I have never lost responsibility for creative, despite working in all the others areas later. Whether it was operations, production, branding — I maintained the creative. Throughout it all, I was still running a business. There were many people on the creative side of the field that didn’t have the business knowhow. I knew I could count on my financial and analytical knowledge.

At one point, I controlled a $4 billion yearly investment in our product. As I developed my career in creative, I used my understanding of business and accounting to better strategize and execute ideas there in the creative side. And there’s creativity in HR and how you manage and motivate people.

What do you enjoy most about working in the retail and fashion industries?

Mostly, I like the competitiveness and constant change. It consistently requires a change in thinking, ideals and understanding of how to do it better. I was stimulated by having to develop new plans and ideas to continue to evolve and improve. I’ve always found it rewarding.

How did WVU and B&E prepare you for your career?

WVU and the College gave me a true understanding of the fundamentals, principles and values I needed for my career. Additionally, I learned to balance all of those things. I was taught it takes hard work, real analysis and understanding, but most of it takes appreciation to succeed. I was given a realistic vision of life and the encouragement that I can do great things in this life, but it would be up to me to make it happen.

With your robust career, what advice would you give a B&E student seeking a career in retail or fashion?

Start with a mentality and perspective of viewing everything from a clean sheet of paper and with an open mind. Secondly, spend the time to develop your skillset. Skills that seem mundane, like basic computer skills or how to tactfully answer emails — if you work hard on all of them, it will be a tremendous value in the future.

Developing those fundamental principles and skillsets will help you make better decisions going forward. You have to be passionate, driven, motivated.

Who were the most influential people in the various facets of your life?

First, it would be my family — my mother, father, brother and sister. I am the youngest of my siblings. They were the most influential people in my life. WVU was also beneficial because it was a transition that helped me identify how to openly view the world, take in information, better stimulate my mind and formulate my own opinion.

What do you consider to be your life’s greatest accomplishment?

My daughter, Nicole, and my son, Luke, are the greatest accomplishments of my life — the most fulfilling and rewarding. Every minute I spend with them, they give me back double in return. They are the best investment I ever made. Nothing else comes close. They live in New York City and have their own careers. It is even more enjoyable when they have free time and they want to spend it with me.

You recently sold Clover Canyon/R’Novate Inc. & Sophea Parros. What are your next steps?

I am preparing for my next chapter. That is one reason I made a trip back to WVU. President Gee asked me to return to the area to think about my next endeavors and what would fulfill me. I have always felt that a large part of my skillset is reaching and motivating people. Without that, I would never have been successful. I’m looking at many different avenues. I want to be somewhere I can add value and hopefully help a lot of people.
A LOOK AT OUR STUDENTS

NEERAJ VASNANI MARKETING SENIOR
To say Neeraj Vasnani is a people person is an understatement. He was born in India but grew up in Nigeria, and loves meeting new people, volunteering and learning something new each day. That’s why marketing was the perfect route.

“I’ve decided to go into the professional sales side of marketing because I felt that was the best way to keep in touch with people on a daily basis and create a network,” he said.

His passion for marketing and working with a community was evident throughout his WVU experience. Making his mark on campus and beyond, the graduating senior served as a B&E Student Ambassador, Education Abroad Student Ambassador and WVU Global Ambassador. As president of the WVU African Student Association and Delta Sigma Pi, he was committed to the mission of growing a sense of diversity and inclusion on campus.

“I ran for president of the African Student Association to create a platform to represent the large African population we have on campus. We achieved a lot that year, and even won the WVU NAACP Image Award as a student organization,” Vasnani said. “And Delta Sigma Pi is America’s foremost business fraternity. I was the first-ever international student president for this chapter, which is something I am very proud of.”

To go along with his go-getter mentality, Vasnani, upon graduation, continues to learn about new cultures. An avid traveler, he’s visited more than 20 countries; his favorite is Spain, where he will continue his education at IE Business School in Madrid.

ALEXANDRIA MAZZA MSIR GRADUATE STUDENT
One day, an undergraduate psychology major wandered into B&E and discovered a perfect career path. She then secured an MSIR (Master of Science in Industrial Relations). That student was Alexandria Mazza.

A native of Bridgeport, West Virginia, Mazza wanted a career that would allow her to help people. Now, a year through the program, she is ahead of the curve, having garnered extensive HR experience that spans several industries.

“Employee relations and talent acquisition allow me to employ my people background,” Mazza said. “As a graduate assistant in the B&E Center for Career Development, I am excited to combine campus recruiting with employee relations to help students choose their career path.”

Over the last semester, Mazza and fellow MSIR students served as consultants to the HR team at Toyota Motor Manufacturing, West Virginia, Inc., located in Buffalo, W.Va. Her team examined the challenges the Toyota HR team has encountered and, ultimately, improved their Leadership Development Program.

“Growing up in West Virginia, it’s really special to work on this project. Some of my classmates are from Buffalo, so we know people who work at the Toyota plant and understand why they care about working there,” she said. “So, as an HR professional, what can we do to not only add jobs to the state, but showcase why people want to work here? It’s neat to be able to apply why I love living and working here to this project.”

She’s now taking this experience to GE Aviation in Cincinnati, Ohio, where she is the summer HR Leadership Program intern in the supply chain department.

JAIDAI WU FINANCE SENIOR
Jaidei Wu is not your average finance senior. An international student from China, Wu launched her own venture, USA DX Investment International, just one year prior to graduation.

“Before I started the company, I went to a lot of events and met with investors, entrepreneurs, bankers and startup founders who were really energetic,” she said. “During those connections, I was inspired to run my own real estate company.”

Wu launched the business with her first project in the Morgantown area – Sunshine Garden – a townhouse community near Cheat Lake. But Wu took on the entrepreneurial mindset quite some time ago when deciding to enter the finance world.

“Finance fits me well because most people in finance are outgoing and inquisitive,” Wu said. “My degree will allow me to work with the decision-makers of outside organizations. Most consultants and bankers, although they are in daily routines, still think as managers and have opportunities to learn outside of their organizations.”

While Wu launched her enterprise in the U.S. and plans to grow the company and establish a real estate fund in Washington, D.C., the entrepreneur connects with her culture and home country through technology and as the chairperson of the WVU Chinese Student and Scholar Association (CSSA).

“In CSSA, I wanted to contribute my ability to bring convenience to Chinese people and become more socially recognized to encourage our students to be successful at WVU,” she said.

“The Chinese community at WVU is small. I want to see a more diversified environment for students to communicate and impact each other in a positive way.”

MATTHEW SPENCER MS BUSINESS DATA ANALYTICS GRADUATE STUDENT
Matthew Spencer has always had a vast interest in how things are designed and engineered. Starting out in architectural design, he transitioned into the world of information technology and data science, where he is leading a life of discovery, insight and innovation.

“I’ve always been fascinated by analytics because there is potential for new knowledge that data scientists can unlock by looking across trends, large data sets and disparate systems,” he said. “My technical background put me in the position to create technical solutions for people, businesses and ideas that did not already exist. It’s really empowering to create complex and useful systems, but what really piqued my interest was all the things that could be learned analytically with those systems.”

By day, Spencer is a systems architect for the U.S. Department of Justice (DOJ) in Clarksburg, West Virginia, where he uses his skills to help catch the bad guys. By night, he is elevating his skills as a data scientist, pursuing his Master of Science in Business Data Analytics.

And to no one’s surprise, both the life as a grad student and the role of a systems architect for the DOJ are quite complex. Spencer is part of new technologies for his division, which entails writing white papers, evaluating new tools, designing new systems and leading projects. But to him, the most important part of all is the mission of his employer.

“It’s important to feel like you are making a difference in the world and my job lets me do that,” Spencer said.
West Virginia University is in a great position to play a major role in the cybersecurity of the United States and, in turn, the world. And the programs it will roll out this fall will help do exactly that.

Actually, WVU will connect its system-wide resources by putting not one, but two cybersecurity programs into place: a master’s level business cybersecurity program at the College of Business and Economics and a cybersecurity undergraduate program at the Staler College of Engineering and Mineral Resources.

What was the driving force behind establishing these new programs? With just a little more than a three-hour drive to Washington, D.C., WVU is in proximity to get an up-close view of what cyber threats can mean to the U.S. Government. West Virginia also has a geographic advantage when it comes to data backup centers for both the public and private sectors, given that it is in the vicinity of the Baltimore-Washington metro area, as well as Pittsburgh, Cincinnati, Philadelphia, Columbus and Charlotte.

With government assets right in WVU’s backyard such as the FBI’s Criminal Justice Information Services Division in Clarksburg, W.Va., the National White Collar Crime Center and National Oceanic and Atmospheric Administration in Fairmont, W.Va., or the West Virginia Army National Guard’s Camp Dawson in Kingwood, W.Va., it just made sense to put together a stellar cybersecurity academic program at West Virginia University.

That was the thinking of WVU Provost Dr. Joyce McConnell, who assembled a task force to study cybersecurity academic programs in 2015. The report the group submitted in November 2016 indicated that there was a significant, national need for cybersecurity talent.

The report found that “more than 209,000 cybersecurity jobs in the U.S. are unfilled, and postings are up 74 percent over the past five years, according to a 2015 analysis of numbers from the Bureau of Labor Statistics. Ninety-seven percent of the Fortune 500 companies have been hacked…-and more than one hundred governments are gearing up to fight battles in the online domain.”

Dr. Virginia Kleist is the chair of B&E’s Management information systems (MIS) program, as well as the coordinator and architect of the school’s Business Data Analytics program and a builder of the new cybersecurity program. She saw the evolution of the new programs firsthand.

“I was a member of the Provost’s task force that studied cybersecurity education at WVU,” Kleist said. “There was cybersecurity research and teaching scattered across WVU, and our charge was to bring all of those resources together to give WVU a presence in the cybersecurity arena.”

The dire need for cyber professionals is substantiated by “Cybersecurity Jobs Report 2018-2021,” published in May 2017 by Cybersecurity Ventures. “We predict there will be 3.5 million unfilled cybersecurity positions by 2021,” said Steve Morgan, editor-in-chief. “The cybersecurity jobs forecasts have been unable to keep pace with the dramatic rise in cybercrime, which is predicted to cost the world $6 trillion annually by 2021, up from $3 trillion in 2015.”

In April of this year, the U.S. Bureau of Labor Statistics wrote, “Employment of information security analysts is projected to grow 28 percent from 2016 to 2026, much faster than the average for all occupations. Demand for information security analysts is expected to be very high, as these analysts will be needed to create innovative solutions to prevent hackers from stealing critical information or causing problems for computer networks.”
ENHANCING THE BUSINESS WORLD

Kleist said there are two sides of the coin in cybersecurity: protecting the public sector, such as government, and protecting the private sector, such as businesses of any size. She emphasized that cybersecurity has evolved into an aspect of business that simply cannot be overlooked.

“Cybersecurity is a business problem. If you are a hospital and at risk of all patient records [being hacked], for example, through ransomware — a virus that locks down all data unless a ransom is paid, and even then there is no guarantee you’ll get released from the virus — you need a plan,” she said. “Corporations are losing tens of millions of dollars to cyber attacks, and there needs to be a plan. Cybersecurity business planning represents a solid return on investment, and is a must-have component of business operations in this day and age. That is what puts this front-and-center at B&E.”

Yet, there is another positive perspective to the career landscape of the future. Kleist noted that the minor in business cyber, which B&E will also offer this fall, complements majors like accounting, finance, economics and MIS. The Statler College’s undergraduate program and computer science offerings, in addition to the new academic opportunities at the business school, can all feed into B&E’s graduate-level program.

Even more attractive to grad students considering the MS Business Cybersecurity program is that six graduate level courses offered in the program can lead to various technical cybersecurity certifications, which Kleist said would only further the careers of students upon graduation. The hope is that students each have a minimum of two certifications by the time they graduate from the program, Kleist said.

PROGRAMS TO ROLL OUT LATER IN 2018

In response to the surging, global demand for cybersecurity professionals, the West Virginia University Board of Governors approved both undergraduate and graduate academic programs in cybersecurity on March 6. The approvals by the WVU board set into motion collaborative and independent curricula by WVU’s business and engineering schools starting in the fall semester of this year.

The new degree programs are not only important for the individual academic colleges, but also for WVU as a whole. The graduate program will feature experiential learning opportunities through which students can sharpen their business cybersecurity skills. Learning will be heightened through teamwork, professional communication, problem solving and engagement with real-world business cyber challenges. Project work will include working with a client organization to provide an analysis, data collection and recommended solution.

“EMPLOYMENT OF INFORMATION SECURITY ANALYSTS IS PROJECTED TO GROW 28 PERCENT FROM 2016 TO 2026, MUCH FASTER THAN THE AVERAGE FOR ALL OCCUPATIONS.”

U.S. BUREAU OF LABOR STATISTICS
the institution," said Kleist. "The Statler College is offering an undergraduate program in computer science, and B&E has the MS Business Cybersecurity Management program. Additionally, both the computer science department and the MS Department will also have minors in cybersecurity, one with a computer science emphasis and one with a business-data protection focus." B&E alumna Karen Evans, former chief information officer for President George W. Bush and the U.S. Department of Energy, is elated that the business and engineering schools have woven their curricula together.

"This integration between the business and engineering colleges is critical," said Evans, currently the National Director for the U.S. Cyber Challenge. "Most programs don’t have that. When you combine these two areas of study and the result is this wonderful cyber degree, it is clear to me that this was a thoughtful process. WVU has thought this through, and the result is a very proactive approach to meet the needs of the international workforce, not just a reactive approach."

AN ENCOURAGING OUTLOOK
Kleist said WVU’s cybersecurity programs are important to a world that sorely needs qualified people to help safeguard information from a variety of sectors. "There is an incredible shortage of qualified graduates to work in this field, and WVU has a golden opportunity to produce outstanding students who can be leaders in cybersecurity," she said. "Both B&E and the Statler College are positioned well to help meet an increasing demand for these professionals."

"The Institute of Electrical and Electronics Engineers and the Society for Human Resource Management identified cybersecurity analyst to be among the toughest jobs to fill in 2016," Woerner said. "The FBI has named cyber expertise the need of qualified personnel in cybersecurity." Evans noted that graduates of the B&E program will meet national standards, meaning that demand for these graduates will be immediate. "They’ll be able to master skillsets that adhere to a national standard as outlined by the National Institutes of Standards and Technology in the U.S. Department of Commerce," Evans said. "That is critical and very advantageous."

"She was co-chair of a task force for the Center for Strategic & International Studies, which submitted a report titled ‘From Awareness to Action: A Cybersecurity Agenda for the 45th President’ that was released in early January 2017. The report presented practical steps for policy, resources and organization the president could use to continue building better cybersecurity. In its suggestions related to resources, Evans said the task force outlined expansion of the cybersecurity workforce."

"This is a global problem that is growing every day and there is almost an unimaginable demand for cybersecurity professionals," Evans said. "The approach that WVU and B&E are taking to address this demand is fantastic, and will result in meaningful, impactful and rewarding careers for students. Given the infrastructure of these programs, WVU will help provide much-needed professionals in the cybersecurity field and leaders in an industry that has worldwide importance."

For Dr. Daniel Grossman, public health and the issues that have presented themselves in today’s world are a passion. But if you knew him years ago, you might not think he would be in public health.

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"The Statler College has excellent working relationships with a number of area businesses, including Leidos, KeyLogic, NASA Independent Verification and Validation Facility and the FBI’s Criminal Justice Information Services Division, which could offer internship and employment opportunities to graduates of the program," said Gene Cliscento, Glen H. Hiner Dean at the Statler College. "Many governmental employees require applicants to have a degree from a designated Center of Excellence in Cyber Defense for both education and research by the National Security Agency and the Department of Homeland Security, which WVU already has.”

Kleist added that WVU must capitalize on the unique strengths it has at its fingertips, such as the federal agencies close to Morgantown. "The strength in cyber is directly related to the strength of the assets in your region," she said. "We have that." Evans noted that graduates of the B&E program will meet national standards, meaning that demand for these graduates will be immediate. "They’ll be able to master skillsets that adhere to a national standard as outlined by the National Institutes of Standards and Technology in the U.S. Department of Commerce," Evans said. "That is critical and very advantageous."

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Business isn’t what it used to be. Plans aren’t etched in stone, technology is moving at warp speed, and the world is your target audience.

Leaders in business today operate in a world where you can make your imprint early and often, and the WVU College of Business and Economics graduates in this article do just that. They are driven in a constantly changing environment, and were originally fueled by the knowledge and skills they learned at B&E.

Here are snapshots of Rodney Williams, CEO and co-founder, LISNR; Stacy Shaw, vice president of sales and business development at Virgin Voyages; Anthony Gregory, vice president of ground operations and provisioning at Southwest Airlines; and Sharlette Carey, assistant director of operations at Columbia University. Each is painting the business landscape on his/her own canvas, and it really is something to see.

RODNEY WILLIAMS
CEO and co-founder of LISNR
Written by PATRICK GREGG

Rodney Williams is not taking the road less traveled. Rather, he’s building the road as he travels it. That’s what makes him Rodney Williams.

Here’s another thing that makes him Rodney Williams: he and his team came up with the idea for a new technology that sends data over audio as a protocol. Nobody has ever done that before. The data is sent over a communication protocol called LISNR, and if you were thinking that’s the acronym for some hard-to-imagine phrase, you’d be wrong. It simply sounds like the word “listener.”

Behind his billion-dollar smile is a guy who is absolutely loving what he is doing, and he is one interesting cat. The youngest of six children, he was born partially deaf and, as a result, became comfortable being by himself. This 32-year-old son of Jamaican immigrants has received funding for his technology from the likes of Intel and Jay-Z’s RocNation, and he is filled to the brim with entrepreneurial spirit.

A native of the Cedonia area of Baltimore, Rodney was raised in an academically strict household. He made friends at Calvert Hall High School in Baltimore, friends with whom he would attend WVU. “I feel like I scammed the system,” he said with a laugh. “Being a double-major costs the same as doing only one major. I got the most out of this whole situation.”

In 2006, he graduated with degrees in economics and finance, and moved to Lanham, Md., to work as a financial analyst for Lockheed Martin. He decided to return to graduate school at WVU, eventually enrolled in the Integrated Marketing Communications program at the then-Perley Isaac Reed School of Journalism and became a graduate assistant on campus. He interned at Proctor & Gamble in Cincinnati.
Rodney Williams is changing the way people access security and buy products.

He created software that transmitted to and from local devices. The difference was “near ultrasonic audio,” not radio frequencies such as Wi-Fi or your garage door opener. “It’s like you blowing a dog whistle and that sound typing a message on your smartphone,” he said. “The technology helps the phone understand that language.”

This new technology may completely change the way ticketing for special events is handled. Entry can be made into secure buildings, automobiles or your computer. “We are a 24/7 (business-to-business) company,” he said. “We’re changing the way people access buildings and buy products everywhere.”

VentureBeat named LISNR one of the 10 startups to watch outside Silicon Valley in 2018. Williams was named by Ad Age as one of its 40 under 40 recipients for innovators in the world of media, marketing, technology and advertising. He was named 2016 Tech Entrepreneur of the Year by Black Enterprise and was an honoree in 2016 and 2017 in mobile software at the Consumer Electronics Show.

But why sound? Williams gives three reasons: the cost is cheaper from an infrastructure standpoint, the consumer experience, and security. The technology works on platforms including iOS, Android, Linux, JavaScript and Windows, and is already being used by global companies such as Ticketmaster, Amado, Jaguar and Land Rover. Industry partners include Intel, Cisco and Visa, and he has 40 employees thus far at the Cincinnati-based company. He is keeping the skies busy as well, with regular trips to San Francisco, Los Angeles, New York City, Boston, London, Singapore, Japan and China.

Word about LISNR is spreading like wildfire around the world, which would explain why approximately 70 percent of demand for the technology is global. “We’re going to continue to build the next generation communication platform that works cross-functionally,” he said. “I’ve tried to solve problems my whole life, like the way devices talk to each other. I found that data over audio could fix that.”

Perhaps the best compliment he could give his alma mater was that at WVU he “learned how to learn,” and that was the most important thing. But that’s not all he has picked up along the way.

“I’ve never stopped learning and I never will. That’s the simplest way to innovate, to grow.”

— RODNEY WILLIAMS

“From my determination to become a student at West Virginia University when it didn’t seem possible to landing an extremely desired role and the absolute job of my lifetime, I set goals for myself and never gave up.”

— STACY SHAW

STACY SHAW
Vice President of Sales and Business Development of Virgin Voyages

Written by PATRICK GREGG

Stacy Shaw has definitely paved her own road. Despite a few bumps and unexpected detours, she now finds herself on a path to something very special: a once-in-a-lifetime opportunity in a start-up company working for one of the world’s most recognized entrepreneurs, Sir Richard Branson.

Virgin Voyages, founded in 2014 as one of more than 60 companies in the Virgin Group, is expected to make waves in the cruise industry starting in 2020. There’s a lot to prepare before the company’s maiden voyage, and Stacy is leading the global sales team that will help bring the new brand to life.

Headquartered in Plantation, Florida, Virgin Voyages has three ships being built at Fincantieri Shipyard in Genoa, Italy. To help bring those ships to life, Stacy will use the skills she first developed at West Virginia University: an entrepreneurial mindset, determination and the ability to identify unique solutions. She has been described as a person with exceptional ability to create new ideas out of old business practices (often resulting in new revenue streams) and an “X-factor type” who brings value to every assignment. Stacy’s personal gift and education prepared her for what she calls “the gig of her career.”

If you had told this two-time, B&E grad who came from humble beginnings in Oldtown, Maryland — a small town 90 minutes from Morgantown with a graduating high school class of 22 — that she would one day be an executive for a company within the Virgin Group, she wouldn’t have doubted you at all. Not because she’s arrogant, but because of the strength of her character. Stacy originally attended a junior college in Morgantown to become a legal assistant, because that was what she could afford. But she believed she would eventually find a way to become a student at WVU and, after completing the 16-month program, she worked for a local lawyer to save money and become a West Virginia resident.

Two years later than all of her classmates, she finally enrolled at WVU. Stacy graduated with a finance undergraduate degree in 1992 and an MBA in 1994, working nearly fulltime while going to school.

“I moved to Florida after graduation to be near my
Stacy Shaw, a two-degree alumna of B&E, is looking to significantly impact the cruise industry through Virgin Voyages.

It took a while to convince them, but that’s what they eventually saw in me.”

Twists and turns in the road had become familiar, but Stacy credits WVU and B&E for teaching her how to navigate them. “I loved my time in West Virginia, I loved school and I loved learning. I still do,” Stacy said. “I decided on finance because I thought it was the most challenging discipline in the school of business (except maybe economics), but I didn’t really want to do any of the jobs associated with a finance degree. I just liked numbers and believed that it would be a great basis for anything I might do in business. This is what I believe was the start of innovative and strategic thinking.”

“When asked what got Richard Branson where he is today, he replied ‘perseverence, courage and a no-quit attitude.’ If I were asked the same about my own path, I would probably choose those exact words. Tenacity is a pre-requisite for success no matter what the scale. From my determination to become a student at West Virginia University when it didn’t seem possible to landing an extremely desired role and the absolute job of my lifetime, I set goals for myself and never gave up. In both cases, I had to have a go at it several times, but I didn’t let obstacles or what might have seemed like failures stop me from continuing to try.”

While two additional Virgin ships will arrive in 2021 and 2022, Stacy has great anticipation for 2020. “Our Lady Ship will be the most recognizable ship sailing the seven seas,” Branson said of the first vessel, which has yet to be named. And this B&E graduate is pinching herself — realizing she’s an integral part of it all.

“While Anthony arrived at Southwest in the midst of a trying U.S. recession, he and the airline have grown together since that time. Southwest has grown into a $20 billion airline, with 60,000 employees in 100 cities. The airline purchased AirTran in 2011. It has expanded with international routes to Mexico, Central America and the Caribbean and is looking to launch flights to Hawaii soon. As vice president of ground operations and provisioning, Anthony oversees the largest division at Southwest with 20,000 employees. These customer service employees are essentially anyone you see aside from the flight crew.

Southwest’s evolution has included better use of data, which has been at the root of Anthony’s evolution in the company. He emphasized that data can help move the airline and the industry forward and, while data can be intimidating, Gregory has taken the Southwest approach to data: don’t overcomplicate it.

“The company’s evolution with data in no way will compromise our values. Lots of times, the evolution of a company sees that sister and for warmer weather. I stumbled across an accounting position for Renaissance Cruises, a small, boutique cruise line,” Stacy recalled. “I loved the company, but was bored in the job pretty quickly, so I met with the human resources director to see what my options were. I moved into the hotel operations/guest experience side of the business, where I ultimately worked in the office of the president and chief operating officer and managed onboard revenue.”

She worked for Renaissance from 1994 to 2001, which saw its demise two weeks after the tragic terrorist events of September 11, 2001. However, during her time there, she had experienced international travel and had fallen in love with the industry, developing an entrepreneurial spirit at the same time. She made an immediate move to Miami’s oldest and most famous restaurant, Joe’s Stone Crab, and then to the Biltmore Hotel in Miami. Stacy then called on a business connection and made a turn back to the high seas, where she transitioned from an entrepreneurial spirit and tremendous drive who understood a complex industry, but could think outside of industry norms. Anthony Gregory

Vice President of Ground Operations and Provisioning at Southwest Airlines

All his life, Anthony Gregory has been a person who studied situations and looked for solutions. That’s why he is soaring at Southwest Airlines, the airline that flies more U.S. passengers than any other.

Anthony’s approach to operations may well have originated at B&E. A native of Hurricane, W.Va., he earned two degrees at WVU’s business school: an MBA in 2006 and a master’s degree in economics in 2007. During that time, he worked as a graduate assistant for Tom Witt, PhD, who is now retired from the business school, but was WVU’s chief economist at the time. “As a GA, I discovered that what we were analyzing was critical to West Virginia, but that didn’t matter if we couldn’t explain it,” he said.

In his current role as vice president of ground operations and provisioning for Southwest, he calls on his skills to achieve the simplest, yet most daunting, goal in business: to serve and exceed customer expectations. After working as a financial planning intern at Southwest in financial planning during his final semester at BAE in 2007, he was hired the following December — and he hasn’t looked back.

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As a vice president for Southwest Airlines, B&E alumnus Anthony Gregory is using more and better data to constantly improve the customer experience.

Growing up in the Charleston, West Virginia, area, Anthony had his eye on the sky. His father works for Mountaineer Gas, while his mother worked at Charleston’s Yeager Airport. In fact, he attended Purdue University out of high school with the intention of being in the sky.

“I wanted to be a pilot, and I even went to Purdue with that in mind,” said Gregory. “My junior year is when that change really occurred, and I became very interested in business. I actually wanted to find a way to combine airline operations and business.”

As a solutions guy, he’s a perfect fit for Southwest. The education and skills Gregory got at B&E have served him well at Southwest. When he first arrived at the airline, he worked in the finance department. He stepped up to network planning, a department that decides what Southwest does with its airplanes, with criteria in mind such as safety, cost-effectiveness, operations, competition, the economy and customer demand. He then was asked to create a new team to better guide the department’s planning efforts. Tasked with designing Southwest’s route network and flight schedules to optimally deploy its more than 600 aircraft on 4,000+ daily flights, he leaped into this opportunity.

“I was asked to create that new team because of my background in economics at WVU, Gregory said. “It was a very analytical role, very much a strategic thinking role. We provided an assessment of the economy and passenger demand strength to the network planning team so they could deploy our aircraft where they would be most profitable.”

Founded in 1971, the airline began flying when schedules and fares were still heavily dictated by the government. Rather than other airlines, Southwest’s initial competition was cars and buses on short, intra-Texas routes. Gregory said that history still lives today as Southwest demonstrates the shortest turn times in the industry between arriving at the gate and getting back up in the air. “The best in the world,” he said. One of the most intriguing things about him is how much he seems to enjoy being a major part of the Southwest team and achieving success by keeping things simple.

“Southwest thrives on treating people like they want to be treated,” Gregory said. “Our customer feedback tells us we’re doing something right. Our history is storied. Southwest was really the first low-fare carrier in the world. Our mentality was one of the underdog, a carrier for the entire family. The mindset of being the best, treating people fairly — that philosophy is alive and well today.

“Our dedication is to serving customers, plain and simple. The industry has gone through a lot of changes, as has Southwest. These changes have provided us with opportunities to make ourselves better. How do we get more and better data that help us make better decisions and better plans? How do we communicate that so it’s understandable? That’s where I feel I’ve really been able to contribute,” he said.

You’d have to have your head in the sand not to observe that Gregory and his colleagues walk into Southwest headquarters at Dallas Love Field with a smile. For this WVU alum, this is just a great fit.

“The U.S. airline industry is healthier than it’s ever been. Southwest has been profitable for 45 straight years, so we’ve been an exception in the industry,” said Gregory. “We’re always working to be operating safely, reliably and efficiently with the best hospitality in the industry. We’re constantly working on making the customer experience better.”

And this guy’s really good at it.
From the moment you meet Sharlette Carey, it is evident that she was born to move mountains. And that’s exactly what she doing—moving mountains in the finance industry in the Big Apple. Her vivacious personality and compassionate, seize-every-opportunity nature has led her on many adventures. Fuse that with her love of finance and her story comes full circle—landing with her love of finance and her story comes full circle—landing with her in New Jersey and launching her career at Columbia University.

In May 2015, Carey earned her undergraduate degree in finance from the WVU College of Business and Economics. The next step was an internship at global generic pharmaceuticals company Mylan in the area of Commercial Performance and Insights. Mylan in the area of Commercial Performance and Insights was an internship at global generic pharmaceuticals company Mylan. She credits that initial experience with helping her to land a job at Columbia Business School. In this fine-tuned role on a very high-performing team, she is the financial planning know-how for the department. She is in charge of everything from processing reimbursements and approving contacts to working with vendors and helping with large-scale events, like orientation.

“During the interview, they asked me when I could start. Trying to sell myself, I said, ‘Tomorrow’” said Carey. According to Carey, “We are building a new role—a finance hybrid position within the Office of Student Affairs—and we are building it with you in mind. Are you interested?” Of course I said, “Yes!” It’s an assistant director role, it’s on a new team and there are still the financial components. I was definitely interested.”

In August 2017, Carey assumed the position of Assistant Director of Student Life Operations for the MBA program at the Columbia Business School. In this fine-tuned role on a very high-performing team, she is the financial planning know-how for the department. She is in charge of everything from processing reimbursements and approving contacts to working with vendors and helping with large-scale events, like orientation.

But that reward takes a lot of hard work and expertise. “Our department has one of the largest budgets within the business school, so to manage the budget is really exciting,” said Carey. “It’s ever-changing. There is a lot happening, and we get a lot of money, so we want to make sure we are spending it appropriately. We track the cost per student; we know where every penny goes for each student.”

She acknowledges that some people enjoy sitting at a desk crunching numbers, but that’s not her style. Carey has flipped the script when it comes to working finance. This young businesswoman is a self-proclaimed social butterfly who largely attributes her success and growth at Columbia to making connections and building relationships. She is highly regarded because of her helpful nature and effective communication skills.

“When I was on the financial planning team, I really went above and beyond in my role. There are the typical financial planning duties, but I really made an effort to help teach people in other departments how to understand what they’re doing, not just simply answer their questions with a ‘yes’ or ‘no,’” she said. Carey is not only breaking barriers within her organization, she is breaking barriers within a male-dominated industry in one of the world’s most powerful financial centers, which began well before she found herself back in New York City. It dates back to her time at B&E in Dr. Naomi Boyd’s investments class.

“Dr. Boyd builds real-world examples into every activity and exam. A lot of finance classes and concepts could be just formulas, but she takes well beyond that,” she said. “There were only three women in our class. During The Wall Street Challenge activity, almost all the guys in the class would say, ‘I was talking to my dad about this or I was talking to my financial advisor about this.’ But, I went home and did my research. I didn’t call my dad or my financial advisor for their advice, and I was always in the top 10 in the challenge. It’s a good feeling to know I compete.”

And her growth and drive to compete is nowhere near complete. Like any motivated young professional, Carey has a five-year plan which includes more education and maintaining momentum in her career.

“I definitely plan to get my master’s degree within the next five years. I was recently talking with my boss about the different MBA programs at Columbia and around New York. I might go the MBA route or the master’s in finance; I’m not quite sure yet,” she said. “From there, I have thought about a PhD, but that may be more of a 10- or 15-year plan. I always want to keep learning, and having a high-level of education will help me to continue to stand out in the industry.”

““It’s so rewarding when students tell us that we have fulfilled their expectations and went above and beyond what they ever thought they would get out of this program.” “ SHARLETTE CAREY

Assistant Director, Student Life Operations at Columbia Business School

Written by BLAIR DOWLER

“I started rigorously applying for jobs in New York City, including a role in the financial planning office at Columbia. I quickly received an email back the next day asking me to come in for an interview that following day. I was still in Morgantown, but I packed a bag right then and made the trip home,” he said. “During the interview, they asked me when I could start. Trying to sell myself, I said, ‘Tomorrow’”

And when tomorrow rolled around, she received an email from the esteemed university asking her to come in for a final interview in order to get the position filled the next week. After the final interview, she was now known as Sharlette Carey, Procurement and Accounts Payable Manager at Columbia University, New York City.

“I was panicking and celebrating at the same time, thinking to myself, ‘I don’t even live in New York! I still live in Morgantown!’” she said. “But I packed up my car with everything I could. I left a lot of furniture. I left a lot of items in my house. I left my roommates. I was like, ‘Guys, I have to go. I got a job in New York City at Columbia!’”

Clearly, Carey does whatever it takes to succeed. Working for Columbia University is exciting, but her exponential growth and advancement during her short time there is impressive. After just a year and a half into her role, opportunity came knocking again.

She recalled, “The Office of Student Affairs approached me and said, ‘We are building a new role—a finance hybrid position within the Office of Student Affairs—and we are building it with you in mind. Are you interested?’ Of course I said, ‘Yes!’ It’s an assistant director role, it’s on a new team and there are still the financial components. I was definitely interested.”

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Written by BLAIR DOWLER
Economic plan for state will see major participation from WVU’s business school

Written by E. GORDON GEE, President, West Virginia University

Education, health and prosperity are not three separate issues in West Virginia—they are the three interwoven strands that make up our state’s fabric. West Virginia University, as the state’s land-grant institution, aims to help citizens access economic security, stellar education and first-rate healthcare. That is why the University formed an unprecedented partnership to move West Virginia forward, said President Gordon Gee.

“We are at a tipping point,” Gee said. “We are navigating an economic crisis. We all need to be thought leaders on the major aspects of West Virginia’s economy. We each play a major role in driving actions that contribute to improving the economy. It is time we stack hands to work on initiatives that will make a difference for all 1.8 million West Virginians. It is time to take risks, be bold and have the courage necessary to make change. Our citizens deserve a quality of life matching or exceeding that in other states.”

The WV Forward project is a collaboration among West Virginia University, Marshall University and the state Department of Commerce. Together, they commissioned McKinsey & Company to take a fresh look at West Virginia’s problems and identify data-driven solutions. Only private dollars, rather than state appropriations, funded this effort. McKinsey consulted local and regional community leaders who are working diligently to support economic recovery and growth. The resulting plan is a road map, Gee said, but the journey will be led by citizens who have the front-lines knowledge to help WVU produce real change.

Currently, many factors limit the ability to create opportunity in West Virginia, which has the nation’s lowest workforce participation rate—hovering around 50 percent, while the national average is about 63 percent.

West Virginia Forward has three objectives:
- reinforce the foundation that supports economic growth, including our infrastructure, talent base and business climate
- identify potential sectors in which West Virginia can grow to diversify our economy; and
- draw a clear roadmap, helping partners around the state navigate these new pathways toward a prosperous West Virginia
WHAT WILL GUIDE US?

There are five guiding principles that anchor the West Virginia Forward process.

1. We must build on existing assets. What can we enhance to compete more effectively with our peers?

2. We must grow and diversify beyond the sectors already established. What can we do to grow the state more rapidly, and what industries have projected growth both in state and nationally?

3. We must find disruptive trends, the kind that, according to Forbes, “displace an existing market, industry, or technology and produce something new and more efficient and worthwhile.” Within our priorities, where can we find market-changing innovations?

4. We must consider our regional impact. What priorities will have the greatest influence on our region?

5. We must find the quick wins. What can we launch to produce the greatest gains within the next year?

KEY IDEAS THAT ARE PROMISING

West Virginia has many robust industries that we can grow, McKinsey found, including aerospace maintenance automotive parts manufacturing and metals manufacturing. The state also has sectors that are developing more slowly here than nationally, but where West Virginia can succeed is by differentiating itself from the competition. One such area is downstream oil and gas manufacturing, specifically in carbon-fiber-reinforced plastics and fine chemicals.

New sectors West Virginia can capture that promise high growth are cybersecurity, cloud services and data centers, and higher-end tourism. And two areas that create distinct opportunities for longer-term growth in West Virginia are the life sciences and automotive assembly.

OUR BUSINESS SCHOOL’S ROLE

For years, the WVU College of Business and Economics has been working to create a better and economically stronger West Virginia. B&E’s Bureau of Business and Economic Research has provided economic forecasting and conducted important research on West Virginia’s economy for more than four decades. In recent years, activity by the Bureau and B&E overall has increased dramatically and, under the banner of WV Forward, will continue to do so.

Here are but a few examples of the countless projects B&E has undertaken to advance West Virginia Forward:

• Business students worked through B&E’s BrickStreet Center for Innovation and Entrepreneurship to create a master plan for a $45 million aquatic center and track facility at Mylan Park near Morgantown
• The new Applied Regional Economics Research course sees students provide economic forecasting and data to various regions of West Virginia to help create a better understanding of regional challenges and opportunities
• B&E’s partnership with the WVU Statler College of Engineering and Mineral Resources produced a study on using smart technology to help manufacturing make a comeback through maximized efficiency and productivity
• Hospitality and Tourism Management students helped the West Virginia Tourism Office find ways analyze revenue trends of lodging facilities to increase visits to state parks
• Digital marketing students have partnered with startups and small businesses in North Central West Virginia to develop and implement strategic social media and digital marketing plans
• MBA students partnered with Coalfield Development, a network of social enterprises working to build a new economy in southern West Virginia

What will continue to do so.

NEXT STEPS FOR WV FORWARD

As the initiative proceeds, WVU is focusing on innovation and research, local business support, talent expansion and alumni outreach. The WV Forward steering committee, led by Charleston business leader and B&E alumnus Marty Becker, is driving the process and putting together working groups on critical issues.

“West Virginia University is using all its resources to move the state forward, Gee said, and it is gratifying that so many of our state’s forward-thinking leaders are willing to join the effort.

“This project is central to our University’s land-grant mission, making full use of our status as a leading research university, our commitment to service and our relationships around the state and region,” Gee said. “Many of the issues we will address have been long standing challenges. But this is a unique moment to build on past efforts and tackle tough issues in a collaborative, non-partisan, data-driven way.”

WVU IS MOVING WEST VIRGINIA FORWARD

To expand higher education access, WVU moved forward with its Beckley campus, bringing world-class opportunities closer to the people of southern West Virginia.

“West Virginia University is using all its resources to move the state forward, Gee said, and it is gratifying that so many of our state’s forward-thinking leaders are willing to join the effort.”

“I cannot overstate the importance of WV Forward to our state’s future,” he added. “This is a roadmap for success, for both the short- and long-term. But we must be prepared to make the hard choices. Deciding to change is always difficult. But failure is not as perilous as inaction. This is our moment. Let’s help each other strengthen West Virginia by elevating our vision of what is possible.”
In the vibrantly beating heart of the Empire City lies the Financial District, home to Wall Street and gleaming skyscrapers filled with some of the world’s most powerful financial institutions.

Amidst the crowded sidewalks and executives working tirelessly inside those skyscrapers, don’t be surprised to find a growing Mountaineer population — thanks in part to the WVU College of Business and Economics. Trailblazing faculty, students and alumni have ignited a spark in the financial services industry and created a pipeline from Morgantown to one of the world’s financial epicenters.

At the top of that list is the WVU Student Managed Investment Fund (SMIF), which is spearheaded by Naomi Boyd, PhD, BAE’s Fred T. Tattersall Chair in Finance.

In fact, Fred T. Tattersall, himself, was instrumental in the inauguration of the fund. A 1970 WVU finance graduate, an investment executive and generous patron of his alma mater, he rallied nine friends and alumni of the College to form what is now known as The Founder’s Club. Tattersall and each member provided $25,000, which allowed for the minimum threshold of $250,000 to initiate the SMIF.

“BAE is a top business school, but we are only one of a few that did not have a real student managed investment fund,” Tattersall said. “As an employer in the investment industry, I want to hire a graduate who has hands-on experience managing real funds. By allowing students to manage real money they have a vested interest, as there are real consequences to their strategies and actions.”

Initiated in Spring 2017, the SMIF is connected to Boyd’s Applied Investment Management course. Working with real money, the student analysts dive into real financial markets and investment portfolio management.

“I am a firm believer that students do not learn by only taking tests. As educators, we want to offer students the ability to apply their finance and investment management knowledge prior to entering the workforce,” Boyd said. “The SMIF gives our students real-world experience in security valuation, portfolio management and leadership, as well as the opportunity to develop connections in the industry. All of these things will enhance the placement of our students in top-tier internships and permanent positions at investment management firms.”
That philosophy has held true since the initiation of the fund. Over the past three semesters, Boyd has skyrocketed the course from a B&E boardroom to a New York State of Mind. Collaborating with 1988 accounting alumna and Ares Capital Management Chief Financial Officer Penni Roll, Boyd initiated trips each semester to New York City. These trips have yielded diverse opportunities to see the industry’s inner-workings, as well as meetings with professionals at Ares, Bank of America Merrill Lynch, TIAA Financial Services, The Match Group and more.

“The trip is a great window into our future and the finance profession,” said Michael Burdette, a graduating economics senior. “We learn the fundamentals in class, but this trip expands on that. I don’t know if I would be as motivated to enter the finance world if not for these opportunities.”

On the most recent trip, the SMIF crew visited RBC (Royal Bank of Canada) Capital Markets, where the students met with a panel of RBC’s top finance professionals, including Rick Davison, the U.S. Chief Financial Officer, and Kevin Mjaatvedt, Vice President of Institution Equity Sales. They also connected with B&E alumna, Frank Viola, a 2012 finance graduate who works as a valuation associate at RBC.

“The NYC trip is an eye-opening experience. Having the opportunity to talk with industry professionals across various industries, whether it’s market making, investment banking, capital management, it’s very valuable for us as students to be able to talk to people that do what we’re planning on doing in the future,” said Emmott Blitch, a graduating finance senior. “We met with a large group of young bankers at RBC Capital Markets, who were fresh out of school. It was interesting to get their take on what it’s like in the transition from college to the corporate sector, it’s something we don’t really get from any other class.”

Student analysts have been astounded each time they have walked the floors of the world’s largest stock exchanges, the New York Stock Exchange (NYSE) and Nasdaq. The initial NYSE visit had a bit of fate attached to it. When Boyd and the students posed for an infamous WVU “Let’s Go” flag photo, they were unknowingly standing in the office of WVU alumnus Glenn Carell. A 1992 finance grad, Carell is the director of floor operations for Global Trading Systems (GTS). And just like that, another line to the financial district was drawn.

“Glenn is now on the SMIF advisory board and has been a great resource, presenting us data and analyst reports on the stocks we’re talking about and tracking. He is on the floor, so he is seeing firsthand what is happening with the assets, but he’s also getting information from other market-makers on order flow and volatility of the stocks,” Boyd said. “The ability to have that direct access to someone doing what we are trying to do has been huge. We are grateful Glenn wanted to build this relationship with the program and the students. It’s been incredible.”

The action-packed week of the Fall 2017 excursion closed with an opening: the opening Market Bell Ceremonies at Nasdaq, where they witnessed the initial public offering (IPO) of Stitch Fix, the online subscription personal shopping service company. Boyd’s class explored both NYSE and Nasdaq during the Spring 2018 trip, but this time the Nasdaq visit hit home.

In March 2018, student analysts of the WVU Student Managed Investment Fund visited MVB Financial Corp. officials during the ringing of the Nasdaq closing bell in New York City.
joined Fairmont, West Virginia-based MVB Financial Corp. as they celebrated their recent listing on the exchange.

“The week was truly magical,” Boyd said. “The students experienced things they had only dreamed of, such as visits to Wall Street and meetings with highly successful B&E alumni. The experience of being there when MVB Financial Corp. rang the closing bell at Nasdaq is special in many ways, and to be there with a West Virginia-based company was just remarkable.”

MVB was the first West Virginia-based company to go public on Nasdaq in nearly two decades and is led by CEO and 1983 B&E grad Larry Mazza. It was an awe-inspiring moment for the young financial analysts, who saw that the rugged determination of Mountaineers and companies of their home state could land them right in the center of the financial district.

“Sharing this special day with the WVU finance students added to our experience and reminded me of my time as a student. I enjoyed meeting Dr. Boyd’s students; they are winners!” Mazza said. “I hope that MVB’s growth journey can serve as an inspiration to them in their future careers. I loved my WVU experience. Like Dr. Boyd, my professors gave me the foundation of confidence and base knowledge of continuous learning to be a leader in business.”

“There was a lot of passion on the floor of the Nasdaq that day with the large West Virginia crowd supporting a company that comes from this state. It was really cool to be part of that experience — to take pictures with them and see ourselves on the big seven-story tall billboard outside,” Blitch said. “Beyond the support and the energetic atmosphere, one of our own professors, Gary LeDonne, sits on the MVB board, so that make the experience all the more special.”

But hold on. Let’s take it back to the classroom — which is not a normal classroom — where the real work begins. Imagine financial analysts sitting around a boardroom table. Tensions are running high. Debate is intense. “Do we buy? Do we sell? What’s happening in the market?”

“We are all relatively strong-willed with differing opinions, and we all have insightful and strategic reasoning for the way we approach the fund. Everyone comes to the table with supporting evidence,” Burdette said. “We have heated discussions, but it’s one of the best parts of the SMIF because it shows how passionate we are about it and how to interact in a work setting.”

“I want them to undertake it as if it were a job. So, that’s what we do. In ‘class,’ we sit around a table and talk shop,” Boyd said. “And the analysts are good at holding each other accountable. They are not only passionate about their own industries they’re tracking, but they also give feedback to their colleagues. It can get somewhat contentious, but it’s interesting to see the back and forth. In the end, the result is working together and learning to compromise because it’s real life. They are real analysts making real, tactical decisions.”

After fiery deliberation, navigating the concrete jungle, networking and beyond, the experiential learning adventure adjoins with a stock pitch. While the student group works the duration of the semester, decisions have to be made — buying, selling and moving forward.

“The stock pitch forces us to put it all together,” Burdette said. “Given that we’re presenting to the next semester’s class, the advisory board or donors, it has to be a product that’s conversational and easy to explain and understand.”

So, for these students, the SMIF — just like a real job — became a major part of their lives.

“When most students are in school, the last thing they want to talk about outside of school is school. They want to get away from it all, but in this course, you work with a group of students that are constantly talking with each other, talking about what’s going on the market, what’s going on in the world and trying to figure out how that’s going to affect things in the future,” Blitch said. “So, it kind of forces you to be involved and to know what’s happening in the stock market.”

“Having the opportunity to talk with industry professionals...it’s very valuable for us as students to be able to talk to people that do what we’re planning on doing in the future.”

— EMMOTT BLITCH, 2018 Finance Graduate
going on. And simply knowing what’s going on can have drastic impacts on how people view the world as a whole. I think that part of this course where it kind of nurtures communication among people has really changed how I view things not only in finance but in life overall.”

The SMIF is paying dividends on all fronts. At least three finance students are interning in New York this summer, and some of those opportunities are partly attributable to Boyd and B&E alumni.

Again, meeting Glenn Carell at NYSE was fate. For graduating finance and economics senior Nathan Burks, it was a dream come true. As a result of meeting Carell during a networking event in the city, Burks, of Princeton, West Virginia, is off to New York this summer to intern at GTS before returning to WVU for grad school.

“I’m doing financial econometric work for GTS this summer,” Burks said. “I’ll be using the quantitative and statistical modeling I’ve learned at B&E to maximize profits on the trading they do.”

“I’ve known what I wanted to do since I was 13. I feel confident in that environment,” said Burks, who has been accepted into the MS Finance program. “This is a great entry point. GTS makes approximately 50 million trades a day, and that’s an invaluable experience for me. In March, I knew I had the internship lined up. We got to see GTS perform an IPO. It was gratifying to know that I’ll be getting an opportunity to do that kind of work.”

Henry Klaas, a finance and accounting senior from Cheshire, Connecticut, who is also involved in the fund, returns to New York this summer to intern at EY in the tax and risk advisory service lines. And accounting and finance sophomore Ryan Midkiff, a native of Hurricane, West Virginia, landed an internship at Ares.

“The Student Managed Investment Fund has rekindled the spirit of how we do experiential learning. We didn’t just move the ball forward, we have scored several touchdowns,” said Javier Reyes, B&E Milan Puskar Dean. “It is a monumental step to have a continuous presence in this financial district. The time and resources put into this fund and the surrounding efforts have created world-changing experiences for our finance students. B&E is fortunate to have ardent and devoted faculty like Dr. Boyd who go the extra mile to ensure students have the worldliness that is needed to be leaders in today’s global marketplace.”

Boyd said she is astounded by the professional growth of these students.

“The most rewarding part of this whole experience is seeing the development of the students. It’s such an interesting and exciting outcome. You see them go from almost timid undergraduate students to young experts who walk into major investment banks and ask intelligent, thoughtful questions that make executives really think,” Boyd said. “When they did the stock pitch at Ares on Park Avenue in New York City, I was at a loss for words. These students are 21, 22, 23 years old. Some finance professionals go their entire careers without being able to say that. It holds them to a high standard and shows them what they are capable of. They can compete, and they can compete well.”

Frank Viola is a 2012 finance graduate, who now works as a valuations associate at RBC Capital Markets, student analyst AJ Under connects with Rick Gelson, the U.S. Chief Financial Officer for the financial organization.

The Founder’s Club encourages fellow alumni and friends to help grow this fund to meet a $1 million goal, which will heighten experiential learning and investment opportunities for students, as well as enhance their WVU experience.

**THE FOUNDERS CLUB**

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<th>Name</th>
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<tr>
<td>Fred T. Tattersall</td>
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<td>Vince Ando, Jr.</td>
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<td>W. Marston “Marty” Becker</td>
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<td>E.O. “Ken” Kendrick</td>
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<td>Robert “Bob” Orders, Jr.</td>
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<td>Robert Reynolds</td>
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<td>Stuart “Stu” Robbins</td>
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<td>Penelope “Penny” Roll</td>
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<td>Phil Rosenthal</td>
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<td>Doug Van Scoy</td>
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Frank Viola is a 2012 finance graduate, who now works as a valuations associate at RBC Capital Markets in NYC. As a young alum, he recently met with current students to talk career paths, goals, and more about living in the city.
Business students at West Virginia University are getting countless opportunities to participate in real life projects, and some have even earned leadership positions on major developments in the business world. There’s no better example of that than the role a College of Business and Economics MBA student team played in the development of a $45 million, multi-use, world-class recreational facility currently under construction in Morgantown. And when the City of Morgantown, Monongalia County and WVU came together and determined that the needs of communities and the university could be met by working together, B&E’s BrickStreet Center for Innovation and Entrepreneurship had a great idea. That idea has led to the construction of the Mylan Park Mountaineer Wellness & Education Complex, which will include an 87,500-square-foot aquatic center designed to accommodate a swimming and diving venue as well as an indoor recreation pool. On the competition side, the facility will feature a 50-meter, eight-lane, Olympic quality swimming pool with a moveable bulkhead to allow for subdivision into two pool areas for smaller competitions, classes and activities. This area will also include a diving pool with a full, 10-meter platform diving tower and springboard diving for one- and three-meter competitions. A viewing area will accommodate 1,200 spectators and features locker rooms, a safety center, administrative offices and classrooms.
The BrickStreet Center, located in WVU’s business school, not only played a critical role in the facility’s idea phase, but also helped make this idea a reality. Ron Justice, state and local relations specialist for WVU, and mathematics major Niko Stilianoudakis, accounting major plan through the BrickStreet Center for Mylan Park during An undergraduate student team is working on a master Center had the resources to do it.”

Steven Cutright, director of the BrickStreet Center, said there three years ago, and Virginia Tech — which was one of only nine facilities in the U.S. that met the criteria at the time — ended up matching the needs outlined in Morgantown. “Students put together a full business plan that was 57 pages in length. We presented it to the partnering entities as well as at multiple town hall meetings in Morgantown, and we educated everybody on this process,” Cutright said.

Justice said funding for an ice rink will be funded through the recreation levy passed by county voters in 2016. As a result, the renovation and expansion of White Park Ice Arena is now in the planning stages. At the time, Kerissa Kuis, a non-traditional MBA student in her mid-30s, took the lead on the project. “We started with the feasibility study and then led the way through every other process you can think of,” she said. “As a student, it was the most valuable project during the course of my MBA program. It was an amazing experience to work with all of the stakeholders, to put together the business plan and to be in communication with the public.”

Cutright said that experience is now the template for student involvement in real-life projects. “The teams, he said, are not afraid to jump into the deep end of the pool, so to speak. Students get to see these projects from the highest levels,” he said. “They’re working with executives from other companies, and they also see the vision, concept, planning, cost analysis, operational modeling and financial planning aspects. They get to touch and analyze every component of the project from concept through operation.”

Kuis opened her business, the University of Wellness, in 2009 as a part-time venture. She is now president and CEO after going fulltime in 2015 and earning her MBA from WVU. “That experience has changed my current service offering and the way I practice in dealing with my clients,” she said. “I learned how to take a big idea and put it into a plan that is realistic.”

Justice said $10,000 was paid to the BrickStreet Center by a recreation committee comprised of WVU, the City of Morgantown, Monongalia County, BOPARC (the Morgantown Board of Parks and Recreation) and Mylan Park. He estimated that fees from a private firm would probably have exceeded $150,000 and that the master plan submitted by the MBA team was exceptional. “That end product that the BrickStreet Center gave us was one that we could hand off to an architectural firm and professional recreation planning firm to move the project forward,” Justice said. “The work was highly professional, and their collection of data through community surveys and public input sessions and research was fantastic.”

Shane Lyons, Director of Athletics and Associate Vice President at WVU, said the impact of the aquatic center is

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Students get to see these projects from the highest levels. They get to touch and analyze every component of the project from concept through operation.”

“Steven Cutright, Director of the BrickStreet Center
WITH THE CONCLUSION OF 2017 came the end of A State of Minds: The Campaign for West Virginia’s University. A major success for West Virginia University, it was the largest private fundraising campaign in the University’s history, with more than 90,000 donors contributing just over $1.2 billion.

At its core, the campaign was about impact. By investing in A State of Minds, donors were investing not only in WVU, but also in the state and its people – the thinkers, caregivers, educators and innovators of West Virginia.

It opened doors to new opportunities and helped students, faculty and staff launch forward-thinking, innovative initiatives, many of which were pioneered by or in collaboration with key players at the College of Business and Economics.

“A State of Minds allowed us – the College and its people – to begin to think and act in a transformational mindset. We can think bigger and reach higher as the state’s flagship business school,” said Javier Reyes, B&E Milan Puskar Dean.

Exceeding the $50 million goal by almost 30%, B&E raised $64.8 million for the 10-year comprehensive fundraising campaign.

“Our passionately committed University family responded, including our wonderful alumni and friends at the College of Business and Economics,” said B.J. Davisson, WVU Foundation Vice President of Development and Chief Development Officer. “When there is a need, Mountaineers always come through. I am truly moved by the generosity of so many who understood the importance of this campaign to B&E and our great University.”
The first major gift in the public phase of the campaign, which began June 2, 2012, was made by B&E alumnus Doug Van Scoy. Doug and Pam Van Scoy’s gift of $1.5 million to the College set the tone not only for the campaign, but also for the future of B&E.

“West Virginia University and the College of Business and Economics provided me with the tools I needed not only for a career in the business world, but for life overall. Out in the real world, I quickly found out that the skills, training and education I received at WVU allowed me to be competitive at the highest levels. I’ve never forgotten that,” said Van Scoy, the State of Minds national campaign chairman for B&E. “Pam and I are privileged to be both charitable and grateful for what we have. We feel like giving back and sharing, especially with a place that has given us so much.”

IMPACTING CURRICULUM
From that initial gift, B&E has been on an upward trajectory. Thanks to private support during the campaign, the College initiated majors that directly correlate with industries that can foster economic development in West Virginia. In fact, through the generosity of Van Scoy and his fellow B&E alum and Fresh Hospitality business partner J. Michael Bodnar, the two and their restaurant enterprise were influential in the initiation of B&E’s Hospitality and Tourism Management program. The curriculum prepares students for a $2.7 billion industry that is a staple of West Virginia’s economy. This private support helped launch a program that has since enrolled students and successes skyrocket in only four years.

“The WVU hospitality and tourism program came to life in 2014. Within four years, our students were winning international competitions, like the STR Student Market Study Competition, and are now working for prestigious brands in the industry like Marriott, Fresh Hospitality, IHG and other premier properties throughout West Virginia,” said Frank DeMarco, teaching associate professor in the program. “We are preparing the industry’s future leaders, and we wouldn’t be able to do it without the generosity, support, time and resources we receive from Doug, Mike and other program supporters such as Stonebridge Companies and recognized hotel industry executive Paul Whetsell. We are so thankful they continue to believe in this program and its students.”

In 2013, the benevolence of a great friend to the College gave way to creation of what is now a vital element of B&E – the Global Supply Chain Management program. H. Bernard “Bernie” Wehrle, III and his wife, Cecilia, made a gift of $750,000 to establish a Supply Chain Non-endowed Professorship to initiate the program. An additional gift of $250,000 was donated from the H.B. Wehrle Foundation to support the professorship.

Wehrle, the retired CEO and chairman of MRC Global, based in Charleston, West Virginia, understood the need for an emphasis on supply chain management to help students prepare for jobs in the global marketplace.

“Mr. Wehrle and his family helped to create a program that allows students to realize their dreams,” said Reyes. “Their backing of supply chain management has given the University and the College the ability to attract dynamic, forward-thinking faculty like Drs. Ednilson Bernardes and John Saldanha and to offer an innovative curriculum and the means to respond to a global, high demand for candidates with supply chain management knowledge and skills. This program will produce talent not only for the resurging manufacturing industry in West Virginia, but for businesses anywhere in the world.”

IMPACTING OUTREACH
Much of the support and resources garnered through the A State of Minds campaign have forged a path for B&E to achieve the mission of a land-grant institution business school. B&E has made a commitment to support the community and to engage in the business world on a global scale through its outreach centers, thanks to private support.

Stuart M. and Joyce N. Robbins Center for Global Business and Strategy
Stuart M. Robbins, a WVU grad and chairman of the B&E Visiting Committee, bleeds gold and blue. A native of Parkersburg, West Virginia, he remembers growing up “with very limited resources,” which motivated him to give back to his alma mater.

“WVU provided me the academic and personal support that gave me a foundation for competing around the world and never once feeling outgunned educationally,” he said. “The University has among the broadest charges in the country to provide academic, research and regional economic support and, still, has been able to give thousands, like me, a foundation for life.”

In 2011, he created the Stuart M. and Joyce N. Robbins Center for Global Business and Strategy with a $2 million gift to B&E. This center has opened up a new world for B&E students and faculty to experience global business. The College has cultivated relationships with accredited business schools in G-20 countries for study abroad and exchange programs for students and faculty. In summer 2018, 41 business students will study in China, Brazil and India, with half receiving scholarships through the Robbins Global Travel Award Program to pay for their travel.

“I am beyond grateful to be a Robbins Scholar. The scholarship allowed me to partake in a once-in-a-lifetime opportunity,” said Casey Mower, a junior finance major from Wheeling, West Virginia. “My study abroad experience was surreal. India is an extraordinary place. The trip provided me with a new outlook on my overall way of life and prepared me for a career in global business.”

BrickStreet Center for Innovation and Entrepreneurship
In 2013, the BrickStreet Foundation, based in Charleston, West Virginia, donated $3 million and named the BrickStreet Center for Innovation and Entrepreneurship. It was the largest corporate gift in B&E’s history at the time and propelled entrepreneurship to a whole new level.

This was an investment not only in WVU business school students, but also in West Virginia and college students and entrepreneurs statewide. Students can now major in entrepreneurship and innovation. Local startups can meet with the Center’s in-house business coach for one-on-one consulting free of charge.
The Center has also received outside funding to elevate the annual West Virginia Collegiate Business Plan Competition. Partnering with Silicon Valley’s longest-serving CEO, Ray Zinn, and joining a national network of institutions like Brigham Young University and the University of Virginia, the statewide competition is now part of the ZinnStarter Program to help college students launch new products and companies. “The West Virginia Collegiate Business Plan Competition has a valuable and consistent discipline of innovation and entrepreneurship that matches the vision, values and culture of my leadership and experience,” Zinn said. “I’m thrilled with entrepreneurship that matches the vision, values and culture of the students launch new products and companies. Through the BrickStreet Center and under the guidance of the center’s director, Steve Cutright, MBA students are at the intersection of knowledge and real-life experiences. From feasibility studies and business plans to process re-engineering and idea execution for companies and organizations of all sizes, as well as all facets of a business master plan, the sky is the limit.”

IMPACTING TEACHING AND LEARNING

A State of Minds also altered the way B&E faculty educates undergraduate and graduate-level business students, challenging them to put their skills and knowledge to work through world-changing, innovative, hands-on learning projects. In fact, project work in the BrickStreet Center is now a requirement for B&E’s MBA program.

“Growing up in Charleston, West Virginia, and attending WVU, I wanted to create enough wealth that I could give a portion of my success back, especially to the State of Minds campaign,” she said. “Entrepreneurship and small businesses are what our economy really needs, for the future of West Virginia. I want young people to know that they can have the support and tools needed to create whatever they want.”

IMPACTING THE FUTURE

According to B&E Assistant Dean of Development Luke O’Connell, private support really makes things happen in a college, which he said is evident from the campaign gifts that have made a solid impact at WVU’s business school.

“Many of the College’s signature programs emerged because of this campaign. There was also an uptick in planned giving, which means alumni and donors have confidence in us as an institution — to make us part of their legacy,” O’Connell said. “But with the end of one campaign, there is build-up for what comes next.”

The New B&E

Two of the last major gifts of the campaign demonstrated the support of the WVU and B&E families in their trust that the business school is poised for an even brighter future. In February 2017, B&E announced a history-making, transformational gift by Bob and Laura Reynolds of $10 million, the initial funding for a new business school complex on Morgantown’s waterfront. The main building will be known as Reynolds Hall.

“At a time when state support is declining, we need private support more than ever. And WVU has earned that support,” said Bob Reynolds, a Clarksville, West Virginia, native, 1974 finance graduate of B&E and current president and CEO of three multinational companies: Putnam Investments, Great-West Financial and Great-West Lifeeco U.S., Inc. “Whatever success I’ve had in my life and career began right here — in the four years I spent as a student at WVU. I love this place. And I want my alma mater to nurture and challenge future generations of Mountaineers.”

With this gift, the Reynolds’ and B&E began to transform the business landscape. And as plans are now underway for the new building, this facility will not only open doors to new opportunities for students and faculty, but will also encourage a business resurgence around the state.

“Bob and Laura Reynolds have initiated momentum with their gift, a momentum that will be felt across the WVU campus and throughout the city of Morgantown and state of West Virginia,” said WVU Foundation President and CEO Cindy Roth. “WVU’s new business school will be a source of business education we haven’t seen before, and this gift helps provide a compass for B&E’s future.”

Although they are not graduates of WVU, Don Hoylman and his late wife, Marcella, are true Mountaineers. A West Virginia businessman, Hoylman recently paid it forward to WVU with his late wife, Marcella, who are conducting the interviews gain valuable experience in talent acquisition and selection, and the exercise enables them to be up for the challenges that lie ahead in their HR internships and future careers.”

Within the A State of Minds campaign, generosity was rekindled for the Corporate Social Responsibility/Corporate Citizenship Project. Established in 2001 by B&E alumnus Bob Reitman, who funded the project to teach future business leaders the value of contributing to society, the program teaches students about philanthropy and supporting community nonprofit organizations. Inspired by the initiative, Enterprise Holdings Foundation, the philanthropic arm of Enterprise Holdings, made a gift to the project of $20,000 in 2017. Dr. David Cali, a B&E teaching assistant professor of management, is also an integral supporter of the course.

“As a student, you are really able to get involved in the CSR course and work with your classmates to function as a real board of directors,” said Taylor Beckley, a senior management major from Parkersburg, West Virginia, and a student in the Spring 2018 CSR course. “My greatest takeaway is no matter how successful you are, you still can give back, and the more successful you become, you should give back to the communities where you live and work.”

IMPACTING THE NOW

The State of Minds campaign saw donors support initiatives such as scholarships and the annual fund that make a difference in the lives of students. Motivated by their own successes and time at WVU, many alumni and friends of the College established scholarships to help students.

Nesha Sanghavi, for example, is a 2008 finance and economics graduate and finalist in the business plan competition. She launched Ug Apparel in 2011 because she saw a lack of fashionable options for women when it came to collegiate sports apparel. With her line in approximately 500 retailers nationwide, she commemorated her success by donating $100,000 in late 2017 to establish the Nesha A. Sanghavi Endowed Scholarship and the
with people whose roots run deep in the state, the University, and College of Business and Economics creates a scholarship – whether it be for academic merit, financial need, or both – shares a desire to give back to West Virginia University and keep B&E competitive in recruiting and retaining outstanding students. This is why the College of Business and Economics provides 130 scholarships and awards to students. Through the generosity of our donors, more than $400,000 is awarded in various scholarship amounts to approximately 200 students each academic year. Everyone who creates a scholarship – whether it be for academic merit, financial need, or both – shares a desire to give back to West Virginia University and keep B&E competitive in recruiting and retaining outstanding students. This is why the College of Business and Economics provides 130 scholarships and awards to students. Through the generosity of our donors, more than $400,000 is awarded in various scholarship amounts to approximately 200 students each academic year. Everyone who creates a scholarship – whether it be for academic merit, financial need, or both – shares a desire to give back to West Virginia University and keep B&E competitive in recruiting and retaining outstanding students. This is why the College of Business and Economics provides 130 scholarships and awards to students. Through the generosity of our donors, more than $400,000 is awarded in various scholarship amounts to approximately 200 students each academic year.


B&B

We extend our heartfelt condolences to the families and friends of the following B&E alumni who have passed away from October 2017 through April 2018.

Mr. Gregory F. Morris  
B.S.B.A. 1995  
d. 10/1/2017

Mr. Louis R. Lavorata  
B.S.B.A. 1986  
d. 10/2/2017

Mr. Timothy S. Andrews  
B.S.B.A. 2004  
d. 10/3/2017

Mr. Kenneth J. Foglesong  
M.B.A. 1974  
d. 10/7/2017

Mr. Jon D. Rupert  
B.S.B.A. 1982  
d. 10/7/2017

Mr. Paul J. Lively  
B.S. 1958  
d. 10/10/2017

Mr. T. Edward Smith  
B.S.B.A. 1962  
d. 10/12/2017

Mr. David J. Kelly  
B.S. 1958  
d. 10/16/2017

Mr. Thomas L. Proudfoot  
B.S. 1951  
d. 10/22/2017

Mr. Robert C. Murtha  
B.S.B.A. 1967  
d. 10/24/2017

Mr. S. Douglas Newman  
B.S.B.A. 1968;  
M.B.A. 1972  
d. 10/26/2017

Mr. Marven R. Orem  
B.A. 1976;  
M.S. 1984  
d. 10/26/2017

Mrs. Marcia K. Hatfield  
M.S. 1973  
d. 11/1/2017

Mr. Timothy Grace  
B.S.B.A. 1997  
d. 11/9/2017

Mr. Thomas D. Blake  
M.S. 1970  
d. 11/13/2017

Mr. Rodney D. Sapp  
B.S.B.A. 1978;  
M.B.A. 1986  
d. 11/14/2017

Mr. William T. Douds  
B.S. 1957  
d. 11/15/2017

Mrs. Margaret M. Newell  
B.S. 1952  
d. 11/15/2017

Mr. Richard L. Arnett  
B.S. 1959  
d. 11/17/2017

Mr. John G. Kline  
B.S. 1962  
d. 11/21/2017

Mr. Robert E. Seaman  
B.S. 1959  
d. 11/21/2017

Mr. David H. Bashaw  
B.S.B.A. 1965  
d. 11/28/2017

Mr. David W. Krutilia  
B.S.E.E 1971;  
M.B.A. 1983  
d. 11/28/2017

Mr. William E. MacFarlane  
B.S. 1958  
d. 12/26/2017

Mr. William T. Nestor  
B.S.B.A. 1972  
d. 12/26/2017

B.S.B.A. 1964  
d. 12/30/2017

Mr. Dowell T. Gray, Jr.  
B.S.B.A. 1972  
d. 1/1/2018

Mr. Charles S. Cooper, Jr.  
B.S.B.A. 1973  
d. 1/3/2018

Mr. Robert J. Pileggi  
B.S. 1962  
d. 1/4/2018

Mr. John E. Thornton, Jr.  
B.S. 1974;  
M.S. 1978  
d. 1/5/2018

Mr. Kenneth D. Weese  
B.S.B.A. 1971  
d. 1/12/2018

Mrs. Edna J. Kolb  
B.S.B.A. 1965  
d. 11/26/2017

Mr. James T. Miller  
B.A. 1970;  
M.S. 1971  
d. 4/28/2018

Mr. Richard L. Arnett  
B.A. 1963;  
M.S. 1968  
d. 11/26/2017

Mr. John D. Amos  
B.S.B.A. 1962;  
J.D. 1965  
d. 4/16/2018

Mr. Alexander J. Wilson  
B.S.B.A. 2013  
d. 4/16/2018

Mr. Nick Calabrase, Jr.  
B.S. 1950  
d. 4/21/2018

Mr. Robert L. Letzelter  
B.S. 1963  
d. 4/22/2018

Mr. Robert D. Brown  
B.S.B.A. 1958  
d. 4/25/2018

Mr. Robert L. Hoye  
B.S.B.A. 1949  
d. 4/28/2018

Mr. Brian J. Bober  
B.S.B.A. 1972  
d. 4/30/2018

Mr. John S. Sturm  
B.A. 1970;  
M.S. 1971  
d. 4/30/2018

Mr. Paul J. Lively  
B.S.B.A. 1986  
d. 10/2/2017

Mr. Timothy S. Andrews  
B.S.B.A. 2004  
d. 10/3/2017

Mr. John T. O’Leary  
M.B.A. 1977  
d. 4/2/2018

Mr. Robert D. Gaddis  
B.S.B.A. 1978  
d. 4/8/2018

Mr. Jon D. Rupert  
B.S.B.A. 1982  
d. 10/7/2017

Mr. David J. Kelly  
B.S. 1958  
d. 10/10/2017

Mr. Richard L. Arnett  
B.S. 1959  
d. 11/17/2017

Mr. Paul G. Schaefer II  
B.S.B.A. 2006  
d. 1/10/2018

Mr. John D. Amos  
B.S.B.A. 1962;  
J.D. 1965  
d. 4/16/2018

Mr. Alexander J. Wilson  
B.S.B.A. 2013  
d. 4/16/2018

Mr. Nick Calabrase, Jr.  
B.S. 1950  
d. 4/21/2018

Mr. Robert L. Letzelter  
B.S. 1963  
d. 4/22/2018

Mr. Robert D. Brown  
B.S.B.A. 1958  
d. 4/25/2018

Mr. Robert L. Hoye  
B.S.B.A. 1949  
d. 4/28/2018

Mr. Brian J. Bober  
B.S.B.A. 1972  
d. 4/30/2018

Mr. John S. Sturm  
B.A. 1970;  
M.S. 1971  
d. 4/30/2018
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